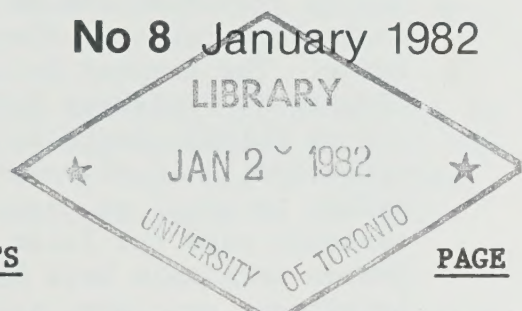


TELIDON REPORTS

No 8 January 1982

Government of Canada
Department of CommunicationsGouvernement du Canada
Ministère des CommunicationsCONTENTSPAGE

Siemens to build Telidon terminals..1	
English firm opts for Telidon.....2	
Ontario buys 2,000 terminals.....2	
Stock analysis for business.....3	
Telidon for California farmers.....3	
Banking on Telidon in Buffalo.....4	
Race tracks investigate Telidon.....5	
World-wide service launched.....5	
IBM-Telidon software package.....5	
Touch-screens for Infopress.....6	
Cableshare's X.25 Gateway system....6	
Cableshare's new graphics system....7	
New terminals from AEL Microtel.....7	
Sask Tel reveals trial details.....8	
Ministers launch Telidon service....8	
Fibre optics project underway.....9	
Telidon for Newfoundland tourists...9	
Dominion Directory and Telidon.....10	
Fan develops data-baseball.....10	
International videotex newsletters..11	
Thousands try Telidon at CNE, PNE..11	
Telidon videotape available.....11	
Loyalist College videotex program..12	
Report on Telidon and education....12	
U.S. institute studies videotex....12	
New report on Telidon graphics.....12	
Group studies technical issues.....13	
Calgary libraries' field trial.....13	
La Presse starts cable service.....14	
Canadian record catalogue.....14	
New data bank research centre.....14	
Grassroots shopping service.....15	
Shared visual space via Telidon....15	

SIEMENS TO BUILD TELIDON TERMINALS

The German manufacturing firm, Siemens A.G., has signed an agreement with Norpak Ltd. of Kanata and Infomart of Toronto to acquire Telidon technology, hardware, software and services. The value of the acquisition will be a minimum \$10 million. Siemens, a manufacturer of electronic equipment, will acquire the dual-mode technology to add the Telidon alphageometric option to its alphamosaic-based CEPT (European Commission on Posts and Telecommunications) standard videotex systems. The new Telidon terminals will be sold for home and office use in Europe.

The agreement is the result of a joint marketing effort by the Government of Canada, Norpak and Infomart. During several visits to Germany to meet information providers, system operators, manufacturers and users, the Canadian marketing team found a desire among German businessmen for a more efficient and flexible graphics coding scheme than was available in the first generation alphamosaic systems. There was also great interest in the ability of Telidon pages to be displayed on television sets in both North America and Europe.

Communications Minister Francis Fox congratulated Siemens for its foresight in acquiring Telidon technology and pointed to the value of inter-governmental agreements on scientific

TÉLIDON VOUS INFORME est une publication irrégulière. On peut l'obtenir auprès de: TÉLIDON, Pièce 2000, Immeuble Journal sud, 300, rue Slater, OTTAWA (Ontario), Canada, K1A 0C8. tel: (613) 996-4243.

This newsletter is published on an irregular basis. Copies and subscriptions may be obtained from Telidon, Room 2000, Journal Tower South, 300 Slater Street, Ottawa, Ontario, Canada K1A 0C8. (613) 996-4243.

and technical matters. The Siemens purchase is a major breakthrough for Telidon in international markets, "not only because of the large dollar figure involved, but also because Europeans will now be able to buy the world's best videotex system at highly competitive prices," Fox said. For more information, contact Gordon Thorgeirson, Norpak Ltd., 10 Hearst Way, Kanata, Ont., K2L 2P4. (613) 592-4164. In Germany, contact Infomart, Steven De Keserdy, Telidon Systems, Dr. Strunkmann-Meister, Thierchster 27, 8, Munich 22, Germany. (089) 2967000.

ENGLISH FIRM OPTS FOR TELIDON

The Hemton Corporation of Ottawa and the Graham Poulter Group Ltd. of Leeds, England have signed a three-year agreement to sell Telidon equipment in England. "The agreement will result in Telidon equipment being used for internal business information display systems in major corporations, point of purchase displays for retailers and numerous advertising and audiovisual applications," said Ian Hembery, President of Hemton. The Graham Poulter Group will have exclusive marketing rights to Hemton audiovisual systems and computer graphics equipment.

The British company has agreed to buy a minimum of \$500,000 worth of Hemton equipment and components in the first year. Chairman Graham Poulter expects sales will exceed \$1 million in that period.

The Graham Poulter Group is an integrated marketing, advertising and communications group which includes Graham Poulter and Associates Ltd., Durbin, Jones and Morgan Ltd., Creative Consortium Ltd., and Stillwell/Stillwell Packaging Design. The group has offices in Leeds England, London England, Newcastle England, Belgium, Canada, Denmark, Finland, France, West Germany,

Holland, Israel, Italy, Norway, Switzerland and the U.S.A.

Hemton pioneered the use of Telidon technology for audiovisual presentations. The company developed the Electronic Projector System which allows Telidon pages to be stored and scheduled in local memory in the Hemton terminal or transferred to cassette tape for later retrieval. Hemton terminals have been used for briefings, seminars, sales presentations and public displays.

For more information, contact Graham G. Poulter, The Graham Poulter Group, Poulter House, 2 Burley Rd., Leeds LS3 1NJ, England. (0532) 469611 Or Ian Hembery, Hemton Corporation, 1686 Woodward Dr., Ottawa, Ont. K2C 3R8. (613) 226-7790.

ONTARIO BUYS 2,000 TERMINALS

Two thousand Telidon terminals offering a visitor's guide to Toronto will be placed in public areas throughout the city by the summer of 1982.

Located in such high-traffic areas as hotel lobbies, malls and government tourist centres, the terminals will offer 50,000 pages of free information on local and regional attractions, guides to entertainment, shopping, restaurants and accommodation, and weather reports. The service, sponsored by the Ontario Ministry of Industry and Tourism and Infomart of Toronto, is expected to be used by one million people per month. The Toronto Star has also committed \$1 million to the project.

Infomart President David Carlisle, whose company will develop and administer the data base for the \$11-million program, said the announcement of the service by Ontario Industry Minister Larry Grossman will give an enormous thrust to Telidon. He estimated growth of the Telidon industry will add \$500 million to the

gross provincial product by 1985, and create 3,500 new jobs across Ontario. That figure could increase to 65,000 new jobs over the next 10 years, he said.

The Telidon service, which will be in full commercial operation by mid-1983, will allow any business or organization to purchase pages on the data base.

Through its BILD (Board of Industrial Leadership and Development) program, the Ontario Government has committed up to \$5 million to buy 2,000 terminals and pay for telephone lines. Infomart will spend about the same amount to develop and maintain the database computer and supply technical assistance.

For more information, contact
David Carlisle, Infomart,
122 St. Patrick St., Toronto, Ont.,
M5T 2X8. (416) 598-4000.

STOCK ANALYSIS FOR BUSINESS USERS

The first Telidon-based stock market information service was to begin operation in Toronto by mid-November. Called Marketfax, the closed-user system has been developed by Cablefax, a joint venture of Cablesare Limited and Faxtel Information Systems Ltd., a newly-formed Toronto company.

The service is aimed at the financial community and institutional investors. It uses Telidon graphics to transmit Toronto Stock Exchange information across a television screen equipped with a keyboard. The system offers a series of graphs which chart high, low and close information, along with trading volume. The graphs indicate to the investor how a particular stock is doing over a period of time, said Faxtel President Daniel O'Connell.

The system includes:

- ° A trend line displaying any stock's relative performance over a 70-day period.

- ° A net volume line showing the local accumulation of stock over 70 days.
- ° A moving average line covering a 10-day period.
- ° An oscillator line indicating the average difference between a 10- and 20-day period.

The company plans to add Vancouver, Amex, and New York stock information by 1983, as well as a commodity database offering weekly and monthly stock reports, O'Connell said. The company is also discussing the possibility of adding other international exchanges. A portfolio game is also being developed to make people familiar with investment strategy without actually putting money on the line, O'Connell said.

A number of services are still in the development stage. The company does not yet provide daily stock listings and Faxtel is still looking for a color printer for the system.

Marketfax will probably sell for an annual subscription price of \$5,000 plus \$500 per terminal per month, said O'Connell.

For more information, contact
Daniel O'Connell, Faxtel Information Systems Ltd. Suite 400, 12 Sheppard St., Toronto, Ont. K5H 3A1.
(416) 362-1939.

TELIDON FOR CALIFORNIA FARMERS

Farmers and agricultural businesses in the prosperous San Joaquin Valley will have an interactive Telidon videotex service in 1982. The service will be operated by Infomart of Toronto and Frittsco Inc., which publishes the Bakersfield Californian.

The Californian has a circulation of 71,000 in the San Joaquin Valley, an area which produces more than \$7 billion in farm commodities each year. Infomart launched the world's first commercial Telidon agricultural service, Grassroots, earlier this year

in co-operation with the Manitoba Department of Agriculture and the Manitoba Telephone System.

Alfred T. Fritts, vice-president of Frittsco and co-publisher of the Californian, said the new videotex system will offer service in three basic areas:

- 1) Agricultural information such as the Grassroots' "World Weather Watch" with detailed weather maps and short- and long-term forecasts of local, regional, national and global weather. The service will also provide continuously updated commodity reports, agricultural news, and information from feed companies, equipment manufacturers, etc.
- 2) Interactive transactional features such as financial analysis models, banking, purchasing and messaging.
- 3) General information and entertainment for the home, including gardening and cooking tips, computer games, news and sports scores.

Announcing the new service during Viewdata '81 in London, England in October, Fritts said a videotex service could be particularly valuable to farmers in helping them deal with such problems as the medfly. During the recent infestation, conventional media were full of rumor and unsubstantiated information about the medfly, he said. The resultant uncertainty cost the state millions of dollars in lost farm revenue. A Telidon service could provide reliable information which would allow farmers to deal with such problems before they become widespread.

"The time is perfect for introducing the world's most sophisticated videotex system to the progressive agri-business community in the San Joaquin Valley," Fritts said.

For more information, contact
John McLean, Infomart,
122 St. Patrick St., Toronto, Ont.,
M5T 2X8 (416) 598-4000.

BANKING ON TELIDON IN BUFFALO

The Erie Savings Bank of Buffalo, New York, has created a subsidiary corporation to develop and market Telidon services in the U.S.

Bank president Paul Willax announced the formation of Macrotel Incorporated at a press conference Aug. 14. Willax said Macrotel will conduct research and development and sell Telidon services to banks, retailers, realtors and other organizations.

The bank opted for Telidon after looking at competing systems, including the QUBE system developed by Warner Amex Cable Communications Inc. "We decided we weren't really happy with the options available to us (from other systems) and didn't feel they were adequate," Willax told reporters.

Macrotel is a subsidiary of Shelton Square Corp., an investment firm wholly owned by Erie Savings Bank. Shelton Square is also the parent company of Metroteller Systems Inc. which operates automatic teller services for 35 client banks, savings and loans institutions and credit unions in New York and New England.

Dr. Leonard Graziplene, president of Macrotel Inc., said the company hopes to make Telidon services available to its clients within six months. Macrotel Inc. has signed a marketing agreement with the Genesys Group of Ottawa for Telidon technology. Initial applications will include home banking, teleshopping and services for the television production industry. For more information, contact
Dr. Leonard Graziplene, Macrotel Inc.,
237 Main St., Buffalo, N.Y.
(716) 855-3434.

RACE TRACKS INVESTIGATE TELIDON

The National Association of Canadian Race Tracks has appointed a committee to study possible uses of Telidon at trackside and for home subscribers. The committee was formed after a presentation to the race track board by Telidon Reports Editor Phil Kinsman in September. Kinsman noted that racing fans place high value on timely information about performances of riders and horses and spend \$1.50 a day for racing forms.

Following the presentation, Association Vice-President Dave Gorman said "We deem Telidon to be one of the most important marketing tools to come along in many a year."

For more information, contact David L. Gorman, Executive Vice-President, National Association of Canadian Race Tracks, 555 Burnamthorpe Rd. Suite 607, Etobicoke, Ont. M9C 2Y3 (416) 622-6561

WORLD-WIDE SERVICE LAUNCHED

Novatex, the first international service using Telidon technology, has begun operations in several Canadian embassies and consulates.

Teleglobe Canada is spending more than \$4 million to develop the Novatex database to serve businesses, government agencies and others in the international community. A crown corporation, Teleglobe Canada handles telecommunications services between Canada and other countries except the United States.

Novatex will provide information on such topics as trade regulations and statistics, medical, geographic, meteorological and agricultural data, energy sources, news briefs, tourism and travel, and business opportunities in Canada. The service will also allow commercial organizations to use the system for private communications with branch offices.

The Department of External Affairs and other federal departments are contributing information for use by embassy personnel in Washington, New York, Chicago, Bonn, Mexico City, Brussels, and London. Terminals will also be installed in Sydney, Cleveland, Paris, Los Angeles, Atlanta, Dallas, Caracas, Sao Paulo, Hong Kong, Tokyo, Berne, and Rome. All terminals should be in place by March, 1982. The terminals are being installed by DOC.

Departments providing information to the Novatex data base include Employment and Immigration Canada, Industry Trade and Commerce, the Canadian Government Office of Tourism, Statistics Canada, and the Department of Supply and Services.

For more information, contact Fred Mercer, Teleglobe Canada, 680 Sherbrooke St. West, Montreal, Québec. H3A 2S4. (514) 281-5060.

IBM-TELIDON SOFTWARE PACKAGE

Genesys and the Canada Systems Group have developed an IBM mainframe software package that allows users of IBM equipment to provide Telidon service to their clients. The software allows the dynamic conversion of conventional EDP data to Telidon format. Canada Systems Group and Genesys are now making their service commercially available to clients across Canada. More than 10,000 Telidon pages have already been generated from IBM data files and the two organizations expect that the Canada Systems Group will have more than one million pages available on a commercial basis by the end of the year.

Announcing the new package at Viewdata '81 in London, England, Genesys spokesman Gunther Kurtz described a number of advantages to the Telidon-IBM interface:

- It allows IBM users to convert conventional EDP data to Telidon format at time of publication,

without the need for restructuring and storing the data in a Telidon data base for later viewing. This is particularly useful for rapidly changing data.

- IBM mainframe computers can be accessed as third-party machines by Telidon terminal users without a complicated interface protocol.
- IBM mainframes and PDP 11-based Telidon data base systems can interchange information.
- Because the software constructs Picture Description Instructions and Telidon pages only when the data is requested by the Telidon terminal user, information can be maintained in conventional EDP format either in batch or on-line modes.

At the Viewdata trade show, the Genesys Group also demonstrated one of its low-priced Genesystem integrated turnkey systems with a minicomputer capable of storing up to 100,000 pages of information and serving 64 simultaneous users. Kurtz said the 64-user system could be purchased for about \$60,000. The company offers a range of turnkey systems to support as few as 16 users or as many as 100.

During Viewdata, Genesys operated four ports, providing lines to the DOC exhibit and to Sony, which displayed a Sony monitor attached to a Norpak terminal.

For more information, contact

Gunther Kurtz, Genesys,
1755 Courtwood Cres., Third Floor,
Ottawa, Ont. K2C 3J2.
(613) 226-8740.

TOUCH-SCREENS FOR INFOPRESS

Touch-screen terminals and large-screen Telidon displays are being used in a new electronic advertising system developed by Cablesare Ltd. and the London Free Press. The two companies have created Infopress, a Telidon-based system for shopping centres and other high-traffic areas. The first two Infopress booths were to be

installed in shopping centres in Ontario on Nov. 11.

Each booth consists of three large-screen Telidon displays and three touch-screen integrated Telidon user terminals. The large, four-foot square screens display a flexible cycle of Telidon pages featuring ads and public announcements which appear on the screen for about ten seconds each. The smaller terminals have touch-sensitive screens that allow users to choose information by touching topics on a series of menu pages on the screen.

Peter White, President of London Free Press Printing Co. Ltd., said the touch-screen terminals will be more user-friendly than terminals operating with keypads or keyboards. The system was demonstrated to shopping centre developers, managers and major retailers in September and drew a great deal of attention during Viewdata '81 in London, England in October.

Cablesare spokesmen say response has been so favorable that they expect the system will grow into an international business grossing \$50 million annually within five years. The company has set a target of 800 Infopress booths with some 5,000 terminals and a weekly audience of nearly 80 million people. For more information, contact

Barry Walker, Cablesare Ltd.,
20 Enterprise Drive, London, Ont.
P.O. Box 5880, N6A 4L6
(519) 686-2900.

CABLESHARE'S X.25 GATEWAY SYSTEM

An intelligent gateway system that allows terminal users to choose from a number of data bases with a single key stroke was also demonstrated by Cablesare Limited at Viewdata '81.

Called the Viewdata Gateway, the system consists of a remote viewdata concentrator and a gateway processor.

When Telidon or other terminals connected to the Cablesare LSI-X.25 Terminal Concentrator are turned on, the concentrator connects the terminals to the gateway processor via Datapac or any other X.25 network. The processor then provides the terminal user with a menu of data bases. When the user selects a data base from the menu, the gateway processor sends the database's X.25 address to the terminal concentrator with instructions to connect the user terminal to the selected data base.

The system allows security control, routing, billing, and electronic mail to be controlled by the gateway processor. It can operate over any public or private X.25 packet switched network. Cablesare has developed the system so that PDP 11 or VAX computers can be used as viewdata processors. During Viewdata '81, Cablesare provided access to several Telidon data bases via X.75 and X.25 links to Cablesare's Viewdata Gateway system in London, Ontario.

For more information, contact
Barry Walker, Cablesare Ltd.,
20 Enterprise Dr., London, Ont.
P.O. Box 5880, N6A 4L6.
(519) 686-2900.

CABLESHARE'S NEW GRAPHICS SYSTEM

Cablesare Limited has developed a new Telidon page creation system which it says will cost about half as much to operate as current models of information provider terminals.

The Electronic Picture Painter supports all standard Telidon functions and offers a number of new features to facilitate page creation and editing. The operator uses a keyboard, Telidon monitor and a tablet to enter primitives to a timeshared or dedicated computer which generates the Picture Description Instructions.

The graphics tablet has rows of commands for colors, picture elements,

scaling, textures, etc. so that the artist can draw an image without having to use the keyboard. For example, the artist can switch from the circle mode to polygon mode by touching the stylus to a square on the bottom of the graphics pad.

Cablesare spokesman George McCabe says the system was designed to speed up graphics production for the new Infopress system being run by Cablesare and the London Free Press. Artists from the newspaper tried out the tablet and adapted to it quickly, McCabe says.

The system also allows operators to create Telidon text pages with any ASCII terminal.

"We needed a system like this to come up with graphics for Infopress in a hurry," McCabe says.

For repetitive entry of information in a standard format (news and weather pages, for example), the system has a formatted screen mode. The terminal presents formatted fields in which the operator enters text. When one field is complete, it immediately prompts the operator for the next field. The system offers eight different text sizes and operates on VAX 11/780 or PDP 11 computers. It also allows existing text files to be converted to Telidon format.

In the future, Cablesare plans to add a number of additional capabilities, including multi-language support, three-dimensional perspectives, rotation, zooming, clipping, reduction and animation.

For more information, contact
Barry Walker, Cablesare Ltd.,
20 Enterprise Dr., London, Ont.
P.O. Box 5880, N6A 4L6.
(519) 686-2900.

NEW TERMINALS FROM AEL MICROTREL

A high resolution terminal which allows users to switch from full-color

Telidon graphics to conventional 80-character ASCII display was unveiled by AEL Microtel Ltd. at Viewdata '81. The VTX208 integrated terminal operates with AEL Microtel's alphanumeric keypad or full keyboard and converts from one display format to another at the touch of a button.

"Along with giving users the option of using the terminal for videotex or standard computing purposes, the VTX208 features a higher resolution picture tube which will yield a crisper image," said company spokesman Mike Jean.

In addition to the VTX208, Microtel displayed its earlier VTX202 integrated Telidon terminal for business users, and a VTX202 unit designed for European power supplies and display requirements. "We developed the European standards-compatible terminal in support of our belief that several European countries will adopt Telidon technology," Jean said.

For more information, contact Mike Jean or Gavin MacDonald, AEL Microtel Ltd., 108-4664 Lougheed Highway, Burnaby, B.C. V5C 5T5. (604) 294-3274.

SASK TEL ANNOUNCES TRIAL DETAILS

Saskatchewan Telecommunications has announced details of its first videotex project, Pathfinder, a 100-terminal Telidon trial which will begin in June, 1982.

At a press conference Oct. 15, Saskatchewan Minister of Telephones Don Cody said Pathfinder will be tested in the Regina and Yorkton areas for an 18-month period. Terminals will be provided free to 135 residential and business users in both urban and rural settings. The provincially run telephone company anticipates between 50 and 100 information providers will participate.

For more information, contact J. Kent Hodgson, Planning and

Development, Saskatchewan Telecommunications, 2121 Saskatchewan Dr., Regina, Sask. S4P 3Y2 (306) 347-2108.

MINISTERS LAUNCH TELIDON SERVICE

Communications Minister Francis Fox and Supply and Services Minister Jean-Jacques Blais launched the first unmanned Telidon information carrel for the Task Force on Service to the Public on Oct. 6.

In a ceremony at a public shopping mall at 240 Sparks Street in Ottawa, the ministers pressed the button on the first of 30 Telidon information carrels which will operate in public places across the country. The stand-alone terminals allow the public to obtain information about federal programs and services from a host computer operated by Infomart in Ottawa. More than 33,000 pages of information in English and French have been compiled for the federal data base.

In addition to the unmanned carrels, Telidon terminals have been installed in federal information service offices operated by the Task Force in a number of Canadian cities and will also be used in information caravans which will move from community to community. In all, 100 Telidon terminals will be used in the experimental program.

Members of the public can access the information by subject, by department or through a geographic index. A printed index will also be provided to allow users to find information by page number.

Many of the text pages in the data base were created from computer tapes prepared for the typesetting of a DSS book on government programs. A number of pages were created through an interface with AES wordprocessors.

"The staff of the Task Force on Service to the Public and the

Department of Communications who designed and developed this database are pioneers in a new field of information science," Fox told guests at the opening ceremony. "With the help of Infomart, which provided page creation services and management of the host computer, they have confronted and overcome remarkable challenges in system design and information management. The lessons they have learned will be invaluable to other videotex system operators in government and the private sector."

"While this project is an experiment, we hope that it will become the first phase of a continually expanding national service that will bring government closer to the people," the minister said.

For more information, contact
Mance Carberry, Data Bank Manager,
365 Laurier Ave. West, 20th Floor,
Ottawa, Ont., K1A 0S5.
(613) 996-0131.

FIBRE OPTICS PROJECT UNDERWAY

Project Elie, the world's first test of fibre optics in the delivery of a full-range of telecommunications services in a rural environment, was inaugurated Oct. 23 in a ceremony in Elie, Manitoba, 50 km west of Winnipeg.

Residents of Elie and nearby St. Eustache, two farming communities that until recently relied on party-lines for telephone service and rooftop antennas for television, are now able to receive single party, digital telephone service, nine television channels, seven radio signals, (including FM stereo) and Telidon via hair-thin strands of glass.

The \$9.6 million project was launched by Communications Minister Francis Fox, Donald Orchard, Minister responsible for the Manitoba Telephone System, Raymond Cyr, Chairman of the Board and President of the Canadian

Telecommunications Carriers Association (CTCA), David Vice, Group Vice President, Transmission, of Northern Telecom Canada Ltd., and David Carlisle, President of Infomart.

The Elie trial will serve 150 households and last 18 months. Telecommunications services are provided by converting television, radio and voice signals to digital format. These digital signals drive light emitting diodes which produce high-speed pulses of light that travel along the glass fibres and are reconverted to electronic form at the receiving end. The light-emitting diodes are about the size of grains of salt. The thin strands of glass can carry simultaneous voice, data and video transmission in volumes and over distances far in excess of metal wires or cables.

Telidon services available to trial participants will include the Grassroots agricultural data base and a special computer-assisted learning program developed by Cybershare.
For more information, contact
Jane Stewart, Manitoba Telephone System, 489 Empress St., Winnipeg, Man. R3C 3V6 (204) 947-7314.

TELIDON FOR NEWFOUNDLAND TOURISTS

Project Cabot, a Telidon field trial which used Hemton terminals to promote tourist attractions in Newfoundland this summer, was a great success, says trial co-ordinator Arthur Sullivan, Director of Extension Services at Memorial University.

Hemton units accompanied by audio tapes and photographic slide presentations were placed in a Port aux Basques hotel and the CN Ferry terminal in North Sydney, N.S. during August. Slide presentations were also provided on the ferry from Nova Scotia to Newfoundland.

"People were most impressed by the Telidon demonstration and were

influenced by it," Sullivan said. "A higher portion of people who saw the presentation went to see the sights than people who didn't."

More than 2,500 passengers pass through the ferry terminal each day in the summer, he said.

The Hemton audiovisual presentation included maps, suggested tour itineraries, and information about the area. Graphics created for the trial included a representation of an historic event in which a train was blown off the tracks by high winds at Wreckhouse near Port aux Basques. Visitors were given pamphlets with details from the Telidon presentation.

Sullivan said he hopes to expand the trial next summer if adequate funds are available. Supporters of this year's project included the federal Department of Communications, the Newfoundland government tourism branch, CN Marine, Memorial University, Terra Transport, and Newfoundland Telephone Company.

For more information, contact
Dr. Arthur Sullivan, Extension Service, Memorial University, St. John's Nfld. A1C 5S7.
(709) 737-8370.

DOMINION DIRECTORY AND TELIDON

(Editor's note: This is one of a continuing series of profiles of companies involved with Telidon.)

Dominion Directory Company Limited is a sales and publishing organization, operating in Burnaby, B.C.. Specializing in telephone directory services, Dominion Directory has provided pages for Telidon demonstrations organized by AEL Microtel Limited and British Columbia Telephone Company, a University of Victoria Telematics Conference, and a television program produced by Knowledge Network of the West in conjunction with the British Columbia

Institute of Technology.

The company also develops training packages for Information Provider System operators, and is a major information provider in B.C. Tel's \$3 million field trial, called "Gateway," which will begin next spring in Vancouver.

R.C. Schofield, Vice President - Production, has been a director of the Videotex Information Service Providers Association of Canada since April 1980.

For more information, contact
A. M. Mattrick, Marketing Manager, Dominion Directory Company Limited, 4400 Dominion Street, Burnaby, B.C., V5G 4G4. (604) 438-5535.

FAN DEVELOPS DATA-BASEBALL

A Telidon-compatible data base which displays baseball statistics for any major or minor league club, in team colors, has been developed by Carl McCoomb of Fanshawe College in London, Ont.

"This application is a natural for Telidon," said McCoomb. The package provides batting averages, pitching and box scores, game attendance, and team histories in various color combinations. By punching in a team name and year, users can also call up an electronic diagram of a baseball field on which the names and batting averages of the players appear at the position they played.

McCoomb would like to offer the service to Telidon system operators and plans to demonstrate the program, using an Apple computer, at the Ontario Minor Baseball Association's meeting in London this month.

For more information, contact
Carl McCoomb, Fanshawe College, 340 Carol St., London, Ont., N6J 1C6.
(519) 471-4540.

INTERNATIONAL VIDEOTEX NEWSLETTERS

Readers of Telidon Reports may be interested in subscribing to or sending news about their Telidon activities to the following newsletters which cover the videotex scene:

International Videotex Teletext News,
Arlen Communications Inc.,
P.O. Box 40871, Washington, D.C.
20016, U.S.A.
Phone: (301) 229-0909. ISSN 0197-677X
Subs: North America \$140 U.S.,
12 issues
Air mail outside N.A. \$155 U.S.
Published in English.

Video Print,
International Resources
Development Inc., 30 High Street,
Norwalk, CT. 08851, U.S.A.
Phone: (203) 866-6914. ISSN 0271-0951
Subs: U.S. and Canada \$135 U.S.,
24 issues
Air Mail other countries \$170 U.S.
Published in English.

Videotex, 11 rue du Marché
Saint-Honoré, 75001, Paris, France.
ISSN 0247-4352
Subs: France 1100 francs, 18 issues
Other countries 1250 francs.
Published in French.

Viewdata/Videotex Report,
LINK Resources Corporation,
215 Park Avenue South, New York,
10003, U.S.A.
Phone: (212) 473-5600
Subs: Canada and U.S.A. \$295 U.S.,
12 issues
Other countries \$310 U.S.
Published in English.

Viewtext,
Information Gatekeepers Inc.,
Brookline, Mass. 02146, U.S.A.
Phone: (617) 793-2022. ISSN 0275-0686
Subs: North America \$100 U.S.,
12 issues
Other countries \$125 U.S.
Published in English.

THOUSANDS TRY TELIDON AT CNE, PNE

Telidon drew thousands of visitors to Canadian Government displays at the Canadian National Exhibition in Toronto and the Pacific National Exhibition in Vancouver in August and September. Department of Communications exhibits featured a range of Telidon terminals and data bases, including the DOC demonstration data base, Bell Canada's VISTA service, the Ida and Grassroots data bases operated by Infomart and the Manitoba Telephone System, and the Department of Supply and Services Task Force on Service to the Public data base. Young and old alike lined up for a chance to try Telidon and watch artists working at IP terminals.

DOC was not alone in using Telidon. The Task Force data base was on display at the DSS exhibit, Statistics Canada displayed its own Telidon data base, and the Department of National Defence displayed information about armed forces equipment and Canada's role in NATO and NORAD. The DND display was run from a Hemton terminal operated by a specially designed, tamper-proof keypad.

Telidon was also the centre of attention at the Ontario Government's Futuredome, where visitors could use Telidon to find out information about the activities of the Board of Industrial Leadership and Development (BILD) program. Infomart, which prepared the BILD data base and operated the Ontario government terminals, switched the terminals to its Maze game several times a day and allowed young visitors to compete to see who could work their way through the maze most quickly. Winners were given Telidon T-shirts.

TELIDON VIDEOTAPE AVAILABLE

Scientist and broadcaster David Suzuki is the host of a 15-minute videotape on the applications of Telidon.

Copies of the tape, in three-quarter inch Beta format, are available on loan from DOC to interested companies and organizations. A French language version of the tape, featuring broadcaster France Nadeau, is also available. The tape has also been dubbed in German.

For more information, contact Stephanie Perrin, Information Services, Room 1958, Journal Tower North, 300 Slater Street, Ottawa, Ont. K1A 0C8, Canada. (613) 593-5008.

LOYALIST COLLEGE VIDEOTEX PROGRAM

Loyalist College in Belleville, Ont. will begin operating a Telidon Training Centre in February, 1982. Dr. Tony Knowles, Chairman of the Electrical and Electronic Department of the Loyalist School of Technology, said the school will offer career training programs for videotex page creators, systems technologists and marketing technicians. The college has received a \$300,000 grant through the Ontario Government's Board of Industrial Leadership and Development (BILD) program.

The 20-week page creation course, to begin in February, will be open to 20 students, Knowles said. A two-year course in marketing and promoting videotex services will be offered to 15 students beginning in September, 1982. The college will also begin the first co-operative videotex systems technologist course next September. Fifteen students will combine their studies with on-the-job training in design, installation and maintenance of Telidon systems. The technologists' course is a three-year program.

In full operation, the videotex program will have a total enrolment of more than 200 students.

For more information, contact Dr. Tony Knowles, Electrical and Electronic Department, Loyalist College, Box 4200, Belleville, Ont., K8N 5B9 (613) 962-9501.

REPORT ON TELIDON AND EDUCATION

Telidon Reports will devote an upcoming edition to special features on Telidon and education. Those interested in submitting material should send it to The Editor, Telidon Reports, Information Services, DOC, Room 1968, 300 Slater St., Ottawa, Ont., Canada, K1A 0C8. (613) 593-5008.

U.S. INSTITUTE STUDIES VIDEOTEX

A study of the technological and social impacts of teletext and videotex in the United States is being run by the California-based Institute for the Future.

The project, sponsored by the Policy Research and Analysis Division of the National Science Foundation, will address such issues as cost and access, privacy, security and regulation. It is aimed at providing public policy makers, industry representatives and interest groups with information on possible effects of the technology, and a time frame for government decisions.

The study started in July 1980 and will be completed by March 1982.

For more information, contact Dr. John Tydeman, Institute for the Future 2740 Sand Hill Road, Menlo Park, CA 94025. U.S.A. (415) 854-6322

NEW REPORT ON TELIDON GRAPHICS

A picture may be worth a thousand words, but sometimes information is more easily conveyed with a well-chosen phrase. That's one of the conclusions reached by Michael I. Mills of the Université de Montréal in a report prepared for the behavioural research and evaluation group of DOC.

The third report of the Telidon Behavioural Research Program studies the relationship between words and

pictures and their roles in communicating ideas in the most effective manner.

The 150-page report, "A study of the human response to pictorial representations on Telidon," was prepared under contract by Mills and research assistant Adam Gopnik. It will be of interest to Telidon information providers and page creators as well as graphic designers, psychology students and communications specialists.

The report includes a review of the literature on the psychology of picture perception and discusses use of photographs, pictures, symbols, cartoons, signs, maps, schematics and words in conveying different types of messages.

Free copies can be obtained from Information Services, Department of Communications, 19th floor, 300 Slater St., Ottawa, Ont. K1A 0C8. (613) 995-8185.

GROUP STUDIES TECHNICAL ISSUES

An informal group has been formed to study technical options for upcoming second generation Telidon technology. Group spokesman Keith Thomas says he hopes it will become "the technical counterpart of VISPAC," (The Videotex Information Service Providers Association of Canada), which advises government and industry on the interests and concerns of information providers.

The new association, The Special Interest Group for Telidon Interface Development, will study ways to make Telidon more efficient, user-friendly and cost-effective, Thomas says. The group will study use of keyboards rather than keypads, free-form dialogue formats to interpret phrases rather than using tree structure access, and the possibility of creating a synthesis capability to search and collect pages which correspond to very specific or complicated requests.

The group will also look at ways to standardize gateways to other data banks.

For more information, contact Keith Thomas, Infokinetics Inc., 159 Bay St., Suite 727, Toronto, Ont., M5J 1J7. (416) 363-3020.

Or Dr. Eric Lee, Behavioural Research Group, Department of Communications, Room 1658, Journal Tower North, 300 Slater St., Ottawa, Ont. K1A 0C8. (613) 996-8871.

CALGARY LIBRARIES FIELD TRIAL

Telidon terminals have been placed in several Calgary libraries in one of two field trials co-ordinated by Alberta Government Telephones. The Mount Royal College Library, the University of Calgary Library, the Library of the Southern Alberta Institute of Technology and four branches of the Calgary Public Library are participating. Terminals in public areas of the libraries allow users to find out about information resources in the various libraries, community information such as bus routes, and material from the Calgary Social Resources Directory.

AGT's second field trial is being run by the correspondence branch of the Alberta department of education. The trial is testing Telidon for the delivery of special education courses, particularly to remote communities which are too small to support specialist teachers.

Until now, students in these communities have had to take these courses by mail. In the initial trial, Telidon is being used as a teaching aid for Grade 12 mechanics. Students study from texts and materials provided by the correspondence branch and use Telidon terminals which test their knowledge in a series of multiple choice questions. Pages are illustrated with technical diagrams. For more information, contact Derek McCune, Corporate Development,

Alberta Government Telephones,
P.O. Box 2411, Edmonton, Alta.,
T5J 2S4 (403) 425-7312.

LA PRESSE STARTS CABLE SERVICE

La Presse has launched the first 24-hour cable newspaper using Telidon technology. The Montreal newspaper, the largest francophone daily in North America, has assigned an editorial team to create a Telidon news package, including continuously updated weather, sports, national and international reports, editorial cartoons and other regular features from the newspaper. The service is available to 500,000 cable subscribers in Montreal and Quebec City, and will be distributed to other parts of the province by INTER-VISION, a joint program distribution system operated by several Quebec cable companies.

The cable newspaper consists of about 50 pages on a 20 minute cycle.

La Presse information director Gilles Daoust will manage technical aspects while Réal Pelletier is responsible for content. Journalist Paul Longpré and Telidon artist Philippe Pelletier have also been assigned to the project.

Associated Editor Jean Sisto described the project as the first phase of a service that will eventually be fully interactive. The project is being developed as part of the Vidéotron Home Information System which will bring a full range of two-way cable services to subscribers in Montreal and Quebec City. In the second phase, Sisto said, Videotron subscribers with Telidon terminals will be able to access all of the news which appears in La Presse each day. Eventually, subscribers will be able to retrieve a full range of information from the newspaper's archives.

At the opening of the service Oct. 27, Communications Minister Francis Fox

said the new service marks "a turning point in the development of modern journalism and communications technology."

"This service will be an example to news organizations and cable companies across Canada and around the globe. All Canadians can now look forward to the day when they will also be able to receive Telidon information channels."

For more information, contact
Daniel Marsolais, La Presse,
7 St. James St. W., Montreal, Que.
H2Y 1K9 (514) 285-7070.

CANADIAN RECORD CATALOGUE

A Telidon-based catalogue of Canadian recordings was launched in Toronto Oct. 16 by Communications Minister Francis Fox. The Canadian Record Catalogue will be a comprehensive and regularly updated compilation of English and French record releases which qualify as Canadian content productions.

"Such basic documentation has been needed for many years," Fox said in a short speech to the Canadian Independent Record Production Association (CIRPA), which is preparing the catalogue in co-operation with l'Association du disque et de l'industrie du spectacle québécois (ADISQ). "The catalogue will serve as an invaluable tool to the recording industry, broadcasters and the public.

For more information, contact
Guy Verreault, Information Services,
Department of Communications, 19th
Floor, Journal Tower North, 300 Slater
St., Ottawa, Ont. K1A 0C8.
(613) 995-8186.

NEW DATA BANK RESEARCH CENTRE

A major Telidon data bank research centre has been established in Quebec by Digital Equipment of Canada Limited, the École Polytechnique of Montreal and the DOC.

Creation of the research centre follows co-operation by the three organizations in Telidon demonstrations at a Montreal computer exhibition in June.

DOC will provide the École Polytechnique with a user terminal, a page creation terminal and engineering expertise to co-ordinate the project. Digital Equipment of Canada will contribute a VAX 11/750 host computer. The École Polytechnique will install the equipment, develop the data bank and assemble a team of researchers.

The data bank will be available to a large number of francophone users and will provide educational material and information on government and public affairs. It is expected that 10,000 pages will be created.

Goals include improved data banks and software for videotex services, new methods for information retrieval and experiments in tele-education and computer-aided design.

For more information, contact
Jacques Lyrette, Director, Montreal Regional Office, Department of Communications, 2085 Union Ave., 20th Floor, Montreal, Que. H3A 2C3 (514) 283-7994.

GRASSROOTS SHOPPING SERVICE

The first transactional shopping service on Telidon is now being offered through the Grassroots data base in Manitoba. One of the first stores to provide tele-shopping is The Bay. Telidon terminal users can now call up advertisements on the data base, select an item and then enter their Bay card and phone numbers to place an order. The company will then arrange delivery.

Grassroots, operated by the Manitoba Telephone System, the Manitoba department of agriculture and Infomart, is the first commercial Telidon service.

Earlier this year, MTS filed tariffs for the leasing of Telidon terminals. Terminal rental fees depend on the length of the lease. The monthly rental is \$47.50 for two years, \$59.10 for one year and \$74.85 for a one month rental. The rental units are integrated terminals with 13-inch color monitors and built-in modems. MTS has 500 units available. MTS also applied to the Public Utilities Board for approval of a line charge of five cents per minute for subscribers in any part of the province.

For more information, contact
Carolyn Rickey, Manitoba Telephone System, P.O. Box 6666 Winnipeg, Man. R3C 3V6 (204) 947-7779.

SHARED VISUAL SPACE VIA TELIDON

Two-way, interactive graphic communication using Telidon technology was demonstrated in Toronto on Oct. 17.

Two conferences in different parts of the city were linked electronically to allow shared voice and Telidon visual communications.

Donald Forgie of the University of Toronto Faculty of Library Science spoke on "The Search for Information," and was heard simultaneously by those attending a conference on "Telidonic Information Systems" held at the U of T and by those attending a conference on "Living in the Information Society" at York University. The chairman of the York conference, Arnold Rockman, responded and the two groups then held an open discussion using shared voice and graphics.

A Bell Northern Videotex Information Providers System with a Telidon display terminal and graphics tablet at the University of Toronto were connected via phone to a second graphics tablet and Telidon terminal at York. Several television monitors were connected to the Telidon terminals in each location.

Operators at both sites were able to call up pages from the VIPS stand-alone data base and display them for both audiences simultaneously. The operators could also create new pages, or modify existing pages while both audiences watched. Organizers noted that in the shared mode, the graphic dialogue is stored in sequence and can be replayed to analyze the development of ideas and images.

The test was a joint effort of the Advanced Communicating Laboratory of the Faculty of Library Science at U of T, and Infokinetics Inc., a consulting, page creation and systems development company. The project was conceived and executed in less than a month. Computerese, the on-line videotex magazine, and Bell Canada's Computer Communications Group also provided support for the trial.

For more information, contact

Keith Thomas, Infokinetics Inc.,
Suite 727, 159 Bay St., Toronto, Ont.,
M5J 1J7 (416) 363-3020.

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Canada